



-TABLE OF CONTENTS-

- Executive Summary/Situation Analysis ... **2**
- Key Consumer Insights ... **3**
- Research ... **5**
- Problems and Opportunities ... **6**
- Marketing Objective ... **6**
- Marketing Strategy ... **6**
- Advertising ... **7**
- Social & Interactive Media ... **12**
- Public Relations & Promotional Media ... **13**
- Media Plan ... **16**
- Media Rationale ... **17**
- Media Budget ... **19**
- Evaluation ... **20**
- Conclusion ... **21**
- Sources ... **22**

-EXECUTIVE SUMMARY/SITUATION ANALYSIS-

Nissan Overview

Nissan is a full-line car manufacturer, with vehicles in every segment, including a 100% electric vehicle. Nissan connects with their consumers with their attributes that costumers find valuable: performance, quality, and style.

Nissan Brand

Nissan's brand theme is innovation, and it is important to Nissan that the idea of innovation is associated with their brand and products. In August 2010, they launched the "Innovation for All" campaign, which supports their full line of cars.

Past/Current MC Marketing Efforts

To reach MC Millennials in the past, Nissan has sponsored the Heisman Trophy and NCAA Football, as well as a fitness program named "Innovation for Endurance."

With the efforts of OMG Agency, Nissan's focus will extend to reach the Multicultural Millennials of Asian, Hispanic and African American target audiences. OMG's campaign will address Nissan's marketing goal of increasing total Multicultural Share and brand awareness.

Industry Overview

Nissan competes most directly with the other Japanese Original Equipment Manufacturers, Toyota and Honda. However, Chevy, Ford, and increasingly, Hyundai, are formidable competitors in the MC space, and depending on the specific model and ethnic segment, other competitors such as Chrysler and Buick, may play a role. Nissan's competitors have also recognized Multicultural Millennials as valuable consumers, so Nissan is competing against their competitors targeted advertising efforts, as well.

Currently, Nissan is in a healthy state with MC consumers. The current MC share exceeds the total market, leaving Nissan ranking third in terms of total MC market share, while picking up year over year share growth from Toyota and Honda. However, because of the reduction in targeted marketing efforts, the overall MC share has declined more in the past three years, than other target markets other than MC. Chevy, Ford and Hyundai have had continuous communications to MC audiences, yielding the biggest MC share gains compared to Nissan. Nissan's biggest market share challenge is mainly the Chinese sales volume since Nissan is a Japanese Original Equipment Manufacturer and most Chinese are loyal to Chinese brands.

Multicultural Millennials Overview

The general attitude of the Nissan MC Millennial can be described as self-assured, confident, secure and adventurous.

They have a passion for life and exploring it. Millennials believe in a strong sense of identity. They have a "I'm an original" sort of attitude. Multiculturals want to identify loyalty to their country origin, while maintaining their own self-image and expressing who they are artistically, especially through music.

The impact on the environment influences product choices. They are aware of the impact their car has on the environment. Eco-friendliness is a top priority to them.

They love to be on the cutting edge, knowing things their peers don't and being the first to try new technology. They are innovators. They use technology to stay connected and up to-date with their world. They are engaged in all media, but the heaviest influence is the Internet. Facebook, Twitter, friends' blogs, Gmail and Yahoo! are the most visited sites. They are constantly connected with one another, and smart phones are preferred mobile devices.

-EXECUTIVE SUMMARY/SITUATION ANALYSIS-

They want a car that can stand out from the crowd, by presenting new and exciting technologies to make their lives and life in general easier, while minimizing their carbon footprint. They enjoy the experience of driving, and they want a car that will provide a thrill. They want a car they can make their own.

They base their big purchase decisions on style, functionality quality and reliability. They can't always afford luxury cars, so they want affordability and quality. They trust established brands with good reputations. They also take their friend's and family's advice when making these decisions. They use social media to seek information on brands they are interested in.

-KEY CONSUMER INSIGHTS-

African Americans:

- Nissan's previous AA efforts have typically supported Altima and Maxima, with AA sales for these models driving a bulk of Nissan's AA sales volume. Pathfinder, Armada, Sentra and Versa have also had focused marketing efforts that targeted this segment.
- According to the 2010 U.S. Census, African Americans have a nationwide growth rate of 12.3%, and they are predicted to continuously increase at a steady rate over the next 10 years.
- Activities include dancing and music, with music being the most popular passion. Athleticism is shown to connect and keep Millennial AA in touch with family and friends.
- Media usage: AA on average consume more media than any other demographic. National cable is the most dominant form of the media mix at 39% of all media consumed overall. Digital media is the second most dominant form of media at 18% of the media mix. They listen to the most radio, at 18 hours per week.
- Top population locations: DC, NY, NJ, GA, IL, TX, FL, PA, NC, SC, MI.

Hispanics:

- Largest and fastest growing ethnic group in the country
- Desire to be "Americanized," but proud of their heritage; they blur the lines between ethnicity and cultures
- Highly influential in mainstream American culture, especially hip-hop
- Activities include music and athleticism.
- Media usage: Over 75% media consumption is TV and radio. Highest percentage of bloggers (after Caucasians) are Hispanics. They appreciate in-language advertising over mainstream English-speaking ads. Of all the media consumed, 12% is digital/online. 52% of Hispanics have created a profile on a social network site.
- Top population locations: CA, NY, NJ, TX, IL, WA, FL, NV

Asians:

- According to the 2010 U.S. Census, Asians have a nationwide growth rate of 43.3% are predicted to increase at a steady rate over the next 10 years.
- Activities include engaging in a wide variety of cultural worlds, entertainment and cultural activities. They are breaking down previous racial barriers and redefining their own values. Hip-hop is popular and relevant to their culture.
- Media usage: Asian media continues to play a key role in connecting with Asian targets at an emotional level by helping them stay connected to their roots. Chinese media is mostly consumed by 1st and 1.5 generation Chinese through in-language and in-culture media. Pan-Asian media, primarily in English, is consumed mostly by young 2nd and 1.5 generations. Print media has a strong hold in the media mix making up nearly 35% of all Asian American media consumed overall. Spot TV (advertising purchased from individual stations) is the second most dominant form of media, at 25% of the media mix.
- Top population locations: CA, NY, NJ, TX, IL, WA, DC, MD, VA, FL

-KEY CONSUMER INSIGHTS-

What this means to Nissan:

Nissan North America has evolved its approach to multicultural marketing to match the needs of the ethnic segments it serves.

With the Millennial African American, Hispanic and Chinese segments being similar to an extent, they also each have their own nuances that require unique, focused marketing efforts to accelerate market share growth. These distinctions are reflected in their lifestyles, media consumption habits and language preferences.

Multicultural Millennials are not concerned with racial and cultural barriers. They accept their individual cultures, but they are redefining their generation by blurring the lines between race and ethnicity. They do not like being compartmentalized inside their individual races. All segments within the Millennials share similar values and activities. Nissan embraces the Millennial group, ignoring the previous barriers set between ethnic groups. Nissan also embraces the MC Millennial culture, values and lifestyles, so that Nissan's products fit them and their brand essence is relevant to them.

Social media is the most efficient way to reach the MC Millennials, because it is where they spend the most time socializing, connecting, reading, researching and learning. It also allows OMG Agency to deliver a more personalized message. It will open a two-sided conversation with the MC Millennials. Print media, including in-language editions, are also a popular media outlet.

OMG Agency's advertising tactics will illustrate Nissan's core brand essence to the MC Millennials as a group, while identifying with the individual and relating Nissan's brand to what's important to the MC Millennial individual.

-RESEARCH-

Survey

1. What is your race?
 - a. White
 - b. African American
 - c. Asian American
 - d. Hispanic
 - e. Other
2. What is your age?
 - a. 18-22
 - b. 23-29
 - c. 30-40
 - d. 50-60
 - e. 60-70+
3. What is your average annual income?
 - a. Below \$20,000
 - b. \$20,000-\$30,000
 - c. \$30,000-\$40,000
 - d. \$40,000-\$50,000
 - e. \$50,000-\$80,000
 - f. \$80,000-\$90,000
 - g. Over \$100,000
4. What is your highest attained education level?
 - a. High School Diploma
 - b. Some College/Associates Degree
 - c. Bachelor's Degree
 - d. Master's Degree
 - e. Doctorate
5. What brand of vehicle do you drive now?
 - a. Toyota
 - b. Honda
 - c. Ford
 - d. Chevy
 - e. Nissan
 - f. Chrysler
 - g. Hyundai
 - h. Kia
6. What is your favorite feature about your vehicle?
 - a. Fuel Efficiency
 - b. Style
 - c. Reliability
 - d. Price/Affordability
 - e. Other _____
7. Do you have brand loyalty to the vehicle you drive now?
 - a. Yes
 - b. Somewhat
 - c. No
8. Do you feel your vehicle brand relates to your personality?
 - a. Yes
 - b. Somewhat
 - c. No
9. What was your biggest influence in buying your vehicle?
 - a. Brand Personality
 - b. Advertisements/Marketing
 - c. Family
 - d. Friends
 - e. Myself
10. Would that influence you again in buying your next vehicle?
 - a. Yes
 - b. Maybe
 - c. No
11. Who influences you the most when you make big purchase decisions?
 - a. Family
 - b. Friends
 - c. Myself
12. In life, where do you put the most effort?
 - a. Self Image
 - b. Relationships
 - c. Professional Achievement
 - d. Ideals/Beliefs

-PROBLEMS AND OPPORTUNITIES-

Problems:

- Not youthful enough brand image
- Not enough of a distinguishable personality
- Not enough awareness of fuel efficiency
- Greater decline in share over the past 3 years than non-MC, as a result of reduction in target market efforts towards MC market
- Competing against established brand images of competitors
- All of Nissan's major competitor's have similar product features and have recognized the MC Millennials as valuable targets for their advertising efforts.

Opportunities:

- Increase in fuel prices is causing more demand for fuel efficient and environmental friendly cars
- Climbing gas costs and decline of disposable income, consumers demands are altering to more affordable, smaller and fuel efficient cars
- Collaborative partnership with other auto manufacturers to make technology more cost efficient and available
- Sponsorships have helped establish a presence in mainstream entertainment media and tapped into Millennial culture
- Introduction of new models with innovative features and style gives consumer incentive to upgrade cars more regularly
- Companies that can most effectively balance affordability, technological advancement (particularly engines and entertainment) and attractive product styling will win
- Millennials are influenced more easily than older, established generations
- According to Forbes, in 2010 alone, Millennials represented \$306 billion in spending power
- Innovation is very relative to our target because they are constantly changing and advancing, especially in technology
- Reliability + Style + Environmental = Nissan values

-MARKETING OBJECTIVE-

To increase MC Millennial understanding by 35% of Nissan's brand personality and essence, in turn establishing a relationship that will result in a 3% increase of market share within the Multicultural market by March 2014.

-MARKETING STRATEGY-

Nissan is innovative, but not established enough to be the brand you think of when you think of innovation and technology.

Drawing from OMG Agency's research, the target market will respond better and more effectively to brands that understand them and their values, value the individual and initiate two-way communication with them.

OMG Agency will focus on illustrating and establishing Nissan's brand essence and personality so the consumer and target segments will have a clearer, stronger understanding of Nissan's brand and feel a connection with Nissan.

Brand essence = youthful, hip, trendy, technologically savvy, innovative, ambitious, adventurous.

"Find It Within to Change the World Throughout"

This slogan shows support of the consumer and their ability to achieve their goals. They can do anything, make anything possible, go anywhere - with Nissan.

It also illustrates Nissan's brand theme of innovation and how they are inspired by their consumer's needs/wants and then, in turn, use the innovation within to produce a vehicle that fits their consumer.

-ADVERTISING-

(Print Ads)

Strategy:

To create a series of ads that communicate the personality and essence of Nissan.

Media Outlets:

The Source, XXL, Vibe, Essence, Sports Illustrated, GQ, Cosmopolitan, Elle, Us Weekly, People. (English, Chinese and Spanish editions).

Rationale:

These ads will work because they communicate Nissan's brand theme of innovation and their brand essence/ personality. Also, the ads emphasize key features of Nissan's products that are relevant to the MC Millennials, such as environmentally friendly, sleek styling and quality performance, engineering and technology.

Inno vation


is the birthplace
of creation.

The creation of making
things better.

Better convenience.
More comfort.
Greater society.

Discover it within
to change the world
throughout.






**Inno
vation**

is the birthplace
of creation.

The creation of
making things
better.

Better efficiency.
More sustainabilty.
Greater living.

Discover it within
to change the world
throughout.




**Inno
vation**

is the birthplace
of creation.

The creation of making
things better.

Better tools.
More helpmates.
Greater convenience.

Discover it within
to change the world
throughout.






Inno vation

is the birthplace
of creation.

The creation of making
things better.

Better quality.
More technology.
Greater design.

Discover it within
to change the world
throughout.


Inno vation

is the birthplace
of creation.

The creation of making
things better.

Better armor.
More performance.
Greater machinery.

Discover it within
to change the world
throughout.



-ADVERTISING-

(TV Commercial)

Media Outlets:

Discovery Channel, BET, MTV, VH1, Spike TV, HBO, G4,
ABC, Comedy Central



Square 1: A couple inside restaurant. Through window, giant foot stomping non-fuel-efficient cars.

Square 2: Couple leaves restaurant. Car doors open. Car starts. Seats adjust. Italian classical music is playing. Mirror pops open. Woman applies lipstick.

Square 3: "Helpmates"/ apps flutter inside car. Man reaches for Facebook app.

Square 4: Facebook screen pops on screen in car.

Square 5: Couple looks at each other and smiles.

Square 6: Drive away, swerving through smushed cars.

-ADVERTISING-

(Alternative)

Tactics:

Nissan will advertise at NBA, NFL and MMA games. This will be successful because Nissan's brand will be present where MC Millennials seek their entertainment.

OMG Agency will create plastic robots that mimic the appearance of robots in the ad campaign. A QR code will be printed across each robot. They will be placed in heavy walking traffic areas in the selected cities. The QR code will link to the campaign mobile website, which will direct them to a free coupon for a free oil change.

The commercial created by OMG Agency will be recreated in 3-D and played during the previews in 3-D



-SOCIAL & INTERACTIVE MEDIA-

Strategy:

Deliver the Nissan brand theme and essence consistently through digital technology that incorporates on-demand access to content that will respond to the user's actions to present Nissan related content. Interactive media will also be used as a tool to measure and collect data for Nissan from the users who utilize this media. This includes social media platforms: the Nissan North America website, Facebook, Twitter and YouTube, and placing ads on sites such as ESPN and Pandora.

Execution:

SEO: Use SEO (Search Engine Optimization) to strategically place Nissan's nationwide dealerships to reach the top of the MC Millennial's online searches. Keywords, such as make and model, location of dealership and general automotive keywords, will be emphasized.

YouTube: Nissan's YouTube channel will be heavily utilized throughout the campaign to highlight commercials, product reveals, as well as heavily push the Nissan "How High?" athlete road trip/tour and documentary, the "Find It Within to Change the World Throughout" video contest and the series of videos made with the hidden web cam from the participants in the Watch the Throne Tour. (Refer to PR & Promotional Media section).

Twitter: Twitter will be used heavily as a primary promotional tool for all PR and promotional media.

Facebook: The Facebook page will be used as a secondary promotional tool for all PR and promotional media. The content in the posts will be relevant to the MC Millennials. It will also be utilized for consumers to voice concerns and questions on anything Nissan related, and Nissan will provide timely feedback to all of these inquires/criticism. This will help create the two-way communication between Nissan and the MC Millennials. Key information about Nissan will be emphasized on Nissan's Facebook page so that it can create a voice for Nissan that MC Millennials can relate with.

Website: A new interactive mobile website will be launched in collaboration with the "Find It Within to Change the World Throughout" campaign. It will include a brief description of Nissan's major models, including features of the cars that are relevant to the MC Millennials. It will also include short videos demonstrating these key features.

Pandora/ESPN: Online versions of the print ads will be placed on the ESPN and Pandora websites.

Rationale: 88% did research before walking into a dealership, 83% used the Internet to research vehicles and 79% used search to research auto dealerships.

-PUBLIC RELATIONS & PROMOTIONAL MEDIA-

Strategy:

To promote the “Find It Within to Change the World Throughout” idea through effective Public Relations tactics and promotional events that will create buzz for Nissan.

Execution:

1. Best Buy/Kinect Xbox Virtual Test Drive

In select Best Buy locations, virtual test drive centers will be set up. It will be done on a remote-less Kinect Xbox gaming console where the “gamer” or “driver” can virtually experience Nissan’s selected models by viewing the interior and exterior of the car. They then choose different courses which replicate a real life driving experience in a Nissan.

This even will be successful in boosting awareness because a large majority of the target segments enjoy playing video games. Millennials love to be engaged and interact with product. This will also incorporate product placement and brand awareness through Nissan vehicles and the target will be then able to relate innovation to the video game since it is a new and innovative way to test drive and preview Nissan vehicles.



2. Tough Mudder/Wounded Warrior Project Sponsorship & Charity Raffle

Nissan will sponsor and be the “official vehicle” of all Tough Mudder events in North America. Vehicles will be donated and used to transport obstacle equipment, supplies, and will even be used for display and product placement by major obstacles with large numbers of spectators.

Tough Mudder is an adventure sports company that hosts 10-12 mile endurance event obstacle courses designed by British Special Forces to test all around strength, stamina, mental grit, and camaraderie that are billed as “probably the toughest event on the planet” and regularly attract 15-20,000 participants in a two day weekend. It is “not a race but a challenge” and is a major partner with the Wounded Warrior Project which honors and empowers wounded service members through proceeds and donations of funds after all Tough Mudder events.

Afterwards, the cars used to in the event will be raffled and then donated to the Wounded Warrior Project.



-PUBLIC RELATIONS & PROMOTIONAL MEDIA-

3. “Find It Within to Change the World Throughout” Video Contest

Nissan will invite Multicultural Millennials to create a video under 2 minutes long that captures their story and shows how a new car could positively “change their world.”

Nissan’s social media followers will also be encouraged and invited to fully participate.

The submissions will be accepted during the months of June and July through Nissan’s YouTube channel. The “Top 10 Videos” will be picked August 1st, and then viewers will vote on the ultimate winner.

The grand prize will be a 2012 Nissan model of the winner’s choice.

4. Sponsor of the BET 2013 Hip Hop Awards, the Billboard 2013 Latin Music Awards and Watch the Throne Tour

Nissan will sponsor the BET 2013 Hip Hop Awards and the Billboard 2013 Latin Music Awards. Nissan’s brand image will be linked in the mind of MC Millennial’s to their favorite music and entertainment. It will also provide huge brand awareness opportunity.

Nissan will also sponsor Jay-Z’s and Kanye West’s Watch the Throne Tour 2013. This tactic is based off the same strategy above. Nissan will place both a 2013 Altima Coupe and a Leaf in the lobby of every venue on the tour. Concert attendees will be able to climb inside the cars and explore the features.

A secret web cam will be placed inside the cars, and the recorded reactions of the participants will later be utilized in a series of videos on Nissan’s YouTube channel.

5. Zipcar

Zipcar is an American based membership-based vehicle sharing company providing automobile reservations to its members billable per hour or day. Members can reserve a vehicle online, utilize their credit card size card key, and then pick up the vehicle of choice at the location where it is located.

Consumers will get the chance to “own” a Nissan Leaf for a few hours or days, depending on how long they reserve and use the vehicle. Being able to drive the Nissan Leaf for the day will allow drivers to see features and enjoy the ride, all while being environmentally sound.

This event will be promoted through the official Zipcar website and Nissan’s Facebook and Twitter pages and Nissan’s website during June and July to lead up to Nissans biggest sales month of August. It will take place in the biggest suburban areas as follows: Albuquerque, NM; Charlotte, NC; Detroit, MI; Kansas City, MO; Omaha, NE; Atlanta, GA; Chicago, IL; Ft. Lauderdale, FL; Minneapolis, MN; Sacramento, CA; Austin, TX; Cincinnati, OH; Houston, TX; Nashville, TN; Salt Lake City, UT; Baltimore, MD; Dallas, TX; Indianapolis, MN; Newark, NJ; Saint Louis, MO; Boston, MA; Denver, CO; Iowa City, IA; New York, NY; Washington, VA



-PUBLIC RELATIONS & PROMOTIONAL MEDIA-

6. Nissan Athlete Road Trip/Tour: “How High?”

Nissan will invite a group of action sports athletes to join Nissan on a road trip across North America. This will be a group of pro-surfers, pro-skateboarders and pro-snowboarders.

Each group will hit several renowned spots across North America, all the while demonstrating their skills and filming their adventure first hand, from their perspective. Nissan vehicles will be used during the tour/road trip as the official mode of transportation.

The result will be an epic collaborative documentary of all the athletes journeys. This video will be advertised on Nissan’s website, Facebook and Twitter pages. The main goal is an inspirational viral video that will expose Multicultural Millennials and others to action sports, sights across North America, athletes they can relate to, and to Nissan.



7. Nissan Dealership Interactive Kiosks, iPads and QR codes

OMG Agency will help create an interactive program that will be utilized in kiosks in Nissan’s dealerships nationwide. Consumers will be able to browse all of Nissan’s car models and will be able to search by make, model, car features and price. Once they have found a car they are interested in further looking into, they can select it on the kiosk and it will direct them to a particular section of the dealerships where they can find it. Also, a certain number of iPads with the same program installed will be available at the dealerships nationwide.

QR code stickers will be placed on each Nissan car at the dealerships nationwide. When scanned, the QR code will take the user to Nissan’s mobile website with an organized list of all the features the car has.

This will be successful because MC Millennials dislike the high pressure environment of most dealerships. They want to shop for cars on their own time, in a personal and interactive environment.

8. Nissan Mobile Device App

OMG Agency will help develop a Nissan mobile device app that will be free to download to anyone who buys a new Nissan car. The app will focus on the most interactive features of the particular car, and will help the consumer stay up to-date on maintenance of the car and even offer deals on the necessary maintenance.

The app will elaborate on the most interactive features of the car, while offering the consumer’s feedback on the features. It will provide the consumer with helpful information so that the features can be used to their fullest advantage.

The app will also send the consumer reminders of timely maintenance of the car, such as oil changes, tire rotations, etc. It will also offer the consumer coupons on their first three oil changes and their first tire rotation.

-MEDIA PLAN-

The media plan integrates both traditional and non-traditional media that focuses on operating between mainly interactive platforms to successfully reach the targeted segments.

Approach:

What?

Messages delivered in areas of high opportunity and large target population.

When?

- Launch in April 2013
- One-year campaign within fiscal year 2013 (Apr 2013-Mar 2014)
- Continuous scheduling on user interactive level
- Non-interactive media will be alternated continuously through the year, main focus on major automotive purchasing months around holiday months and end of year clearance.
- Drawing from the chart to the right, advertising efforts will be more heavily emphasized in the months leading up to the highest sales months of August and September.



-MEDIA PLAN-

Where?

- Strategy will take place in Dynamic Urban/Suburban Cities with a focus on the top ten metropolitan areas in the United States with the highest percentage of the target segments.

How?

- Obtain optimal levels of both reach and frequency through the following media:
- Internet
 - Search Engine Marketing
 - Social Media
 - Video and Banner Ads
 - Targeted E-mails
- Interactive Displays
 - Dealership
- Outdoor
 - Billboards
- Movie Theaters
- Movie Product Placement
- Magazines
- Newspapers
- Video Games

-MEDIA RATIONALE-

Known for their ability to multitask, MC millennials are highly connected individuals who are not afraid to try new forms of technology and are receptive to new marketing ideas. To reach them, OMG Agency has compiled a marketing plan that consists of highly interactive advertising, spanning many media channels.

Social/Interactive:

Social Media Platform

Selections: Social networking (Facebook, Twitter), online video (TV networks, YouTube); placing online versions of print ads on online radio (Pandora) and sports sites (ESPN, Yahoo! Sports)

Timeline: April 2013 - March 2014, varies by outlet

Rationale: As MC Millennials spend much of their time online, banner and video ads reinforce the brand image in the target market's mind. These allow people to interact with the brand image of the Nissan logo, directing them to the Nissan website.

Search Engine Optimization

Selections: Google, Yahoo!, MSN

Timeline: Apr 2013 - Mar 2014

Rationale: Search engine marketing only displays ads related to users' searches, directly connecting the target segments with ads relevant to their needs. Campaign keywords (i.e. "innovation," "car" and "automobile") will trigger Nissan ads at the top of the search results of all major search engines.

Nissan App

Selections: Mobile Devices

Timeline: Apr 2013 - Mar 2014

Rationale: This incorporates interactivity for both Nissan owners and prospective owners in a mobile app for smartphones and iPads. It gives the user the ability to access mobile features such as bill pay, vehicle unlock, as well as deals on service and new Nissan vehicles.

-MEDIA RATIONALE-

Print:

Magazines

Selection: Entertainment, sports and lifestyle magazines targeted to MC Millennials, including: *The Source*, *XXL*, *Vibe*, *Essence*, *Sports Illustrated*, *GQ*, *Cosmopolitan*, *Elle*, *Us Weekly*, *People*. (English, Chinese and Spanish editions).

Timeline: Apr 2013 - Mar 2014, varies by specific outlet. More heavily advertised May - July 2013, leading up to August 2013.

Rationale: Magazines are still highly utilized by MC Millennials in our target segments. Almost half of all target segments combined look or read at least one magazine a month. By targeting to the magazine's specific demographic, the campaign can reach key segments within the target.

Out of Home:

Movie Theaters & Movie Product Placement

Selections: Top 25 Dynamic Cities/Suburban Areas

Timeline: Summer and Holidays

Rationale: This aspect of the campaign aims to generate buzz among the target segment through ad placement in the previews before movies, as well as selected product placement in movies that would effectively target most of the targeted MC Millennials during the top movie viewing months of the year.

Interactive Dealership Displays

Selections: Nissan Dealerships Nationwide

Timeline: Apr 2013 - Mar 2014

Rationale: Interactive kiosks and iPads will be placed in Nissan dealerships since MC Millennials are high users of interactive technology and all about individual, personalized attention and assistance.

Outdoors:

Plastic Robots

Selections: Top 25 Dynamic Cities

Timeline: April 2013 and Holidays

Rationale: This focuses on areas with high population densities of MC Millennials. The robots and QR code will be used to spark curiosity and help form early brand development of this campaign, and will then help utilize other media channels that OMG Agency will utilize in an urban environment.

Broadcast:

TV Commercial

Selections: Discovery Channel, BET, MTV, VH1, Spike TV, HBO, G4, ABC, Comedy Central

Timeline: Apr 2013 - Mar 2014; more heavily advertised May - July 2013, leading up to Aug 2013

Rationale: This commercial will help support the campaign, as it communicates the same key features as the print ads and it brings the print ads to life.

Top 25 Dynamic Cities: (Metropolitan areas ordered by population of 18-29 year-olds)

New York, Los Angeles, Chicago, Dallas, Philadelphia, Houston, Washington DC, Miami, Atlanta, Detroit, Boston, Phoenix, San Francisco, San Diego, Minneapolis, Seattle, St. Louis, Baltimore, Tampa, Denver, Sacramento, Pittsburgh, Cincinnati, San Antonio, Portland

Largest Suburban Areas: (No particular order)

Albuquerque, NM; Charlotte, NC; Detroit, MI; Kansas City, MO; Omaha, NE; Atlanta, GA; Chicago, IL; Ft. Lauderdale, FL; Minneapolis, MN; Sacramento, CA; Austin, TX; Cincinnati, OH; Houston, TX; Nashville, TN; Salt Lake City, UT; Baltimore, MD; Dallas, TX; Indianapolis, MN; Newark, NJ; Saint Louis, MO; Boston, MA; Denver, CO; Iowa City, IA; New York, NY; Washington, VA

-BUDGET-

Total Budget Spending - \$100 Million

Media: 67%
Production: 18%
Promotions: 13%
Contingency: 2%

Total Media Spending

Magazines: 19%
Television: 56%
Internet: 13%
Theatre Advertising: 6%
Outdoor: 6%

-EVALUATION-

This integrated marketing campaign OMG Agency has just presented, is aimed at accomplishing the over all marketing strategy. While it has been designed with the utmost attention to detail in research, strategy and execution, the campaign is not perfect. To ensure effectiveness of marketing dollars and the overall budget of the year-long campaign, comprehensive evaluation and testing will be conducted to assess the campaign for any short failings and or needed changes due to the response to the campaign exposure. OMG Agency will utilize these evaluation procedures to reach a collaboration of goals more effectively.

Ongoing Evaluation:

Quantitative:

- Observational methods of Interactive Media such as Facebook, YouTube, and Twitter
- Web server traffic data
- Google Analytics

Qualitative:

- Online message boards on Interactive Media methods
- Feedback from contact link on Nissan website
- Response to promotional media
- Media coverage of the campaign

Periodic Evaluation:

Quantitative:

- An online survey placed on Nissan website and interactive media Channels
- Surveys distributed at events

Qualitative:

- Usability and user interaction testing of Nissan website and interactive media channels
- Interviews conducted via telephone, video messaging, and in person where promotions and public relations takes place
- Focus groups of target members
- Creative copy testing

End of Campaign Evaluation:

Quantitative:

Online survey sent to those who bought a Nissan vehicle during the campaign who fall into the target segment of MC Millennials
Final traffic totals from social media outlets
Web server traffic total and figures from Nissan campaign website

Qualitative:

Final focus group of target members who were utilized in periodic focus group evaluations
SWOT Analysis of overall campaign
Final case study of campaign with findings and predicted future projections from MC Millennials
Survey MC Millennials to determine if positioning of Nissan's brand essence is on target and if brand awareness was increased.
Ex. of survey question: Would you agree that Nissan is relevant to you as an individual and your interests? Yes or no.

-CONCLUSION-

Capturing the market share of MC Millennials will not be easy.

OMG Agency's comprehensive campaign utilizes cutting-edge, non-traditional media coupled with a focus on innovative technology to capture the minds of the active, always connected MC Millennials.

OMG Agency looks forward to being able to serve Nissan North America with its unique solution to the current situation Nissan faces with reaching the diverse yet individualized nature of MC Millennials.

-SOURCES-

Nissan Case Study
Georgia State University
Pew Research
Forbes
2010 US Census Bureau
The Association of Magazine Media
The Role of Interactive Media in the Consumer Car Shopping
Process: Yahoo! Marketing SlideShare
ToughMudder.com
Zipcar.com
BestBuy.com
National Center for Education Statistics
MPA Worldwide Market Research & Analysis
Clear Channel, Outdoor

Credits

OMG Advertising Agency

Creative Direction: Whitney Garber, Manda Manning
Primary Copywriting: Hunter Medley
Secondary Copywriting: Brittney Duke